

**Name:** LEE Jeong Kyu

**Current Positions:**

Assistant Professor of Health Promotion, The University of Oklahoma, Norman, OK, USA

**Mailing Address:**

University of Oklahoma, Department of Health and Exercise Science  
1401 Asp Ave, Room 121, SJ Sarkeys Complex, Norman, OK 73019, USA

**Contact No:** +1-405-325-2324

**Email:** lee.jeongkyu@gmail.com

**Academic Qualifications:**

Ph.D., Department of Communication Arts and Sciences, Pennsylvania State University, USA.

M.A., College of Communication Arts and Sciences, Michigan State University, USA.

B.Sc., School of Business, Hanyang University, South Korea.

**Previous Positions Held:**

Assistant Professor (Behavioural Sciences), National University of Singapore, Singapore. 2017-2022

Research Fellow (Social Methods), University of Queensland, Australia. 2015-2016

Research Fellow (Health Behaviours and Lifestyles), University of Wollongong, Australia. 2013-2015

Postdoctoral Research Fellow (Tobacco Control Research), ClearWay Minnesota, USA. 2010-2012

**Research Interests:**

Health Communication and Promotion; Health Disparities; Tobacco Control; Cancer Prevention;  
Social Capital and Social Networks; Program and Policy Evaluation

**Recent Publications:**

1. **Lee JK** & Hecht ML (forthcoming). Measurement: Indicators for monitoring and evaluation of social marketing campaigns. In *The Palgrave Encyclopedia of Social Marketing*.
2. Feng Z, Tan CS, & **Lee JK** (forthcoming). Determinants of hardcore smoking in a multi-ethnic study of cigarette smokers in Singapore. *Journal of Psychoactive Drugs*.
3. van der Eijk Y, Lin L, Gao O, Teo M, Subramaniam M, **Lee JK** (2021). "The menthol one is more friendly": young Singaporeans' perspectives on flavored cigarettes. *Asia Pacific Journal of Public Health*. Online ahead of print.
4. **Lee JK**, Lin L, & Kang H (2021). The influence of normative perceptions on the uptake of the COVID-19 TraceTogether digital contact tracing system: Cross-sectional study. *JMIR Public Health and Surveillance*. 7(11), e30462.
5. Wu XV, Chi Y, **Lee JK**, Goh HS, Chen D, Gorill H, Chao F, & Klainin-Yobas, P (2021). Systematic review and meta-analysis on dance intervention for older adults with mild cognitive impairment in cognition, neuroplasticity, physical function, depression and quality of life. *International Journal of Nursing Studies*. 122, 104025.
6. Lin L, Ling KW, Huang Q, & **Lee JK** (2021). Breast cancer information behaviors and information needs among Singaporean women: A qualitative study. *Asian Pacific Journal of Cancer Prevention*. 22(6), 1767-1774.
7. van der Eijk Y, Ng XY, & **Lee JK** (2021). Cross-sectional survey of flavoured cigarette use among adult smokers in Singapore. *Tobacco Induced Diseases*. 19(June), 42.
8. Han M, Tan XY, Lee R, **Lee JK**, & Mahendran R (2021). Impact of social media on health-related outcomes among older adults in Singapore. *JMIR Aging*. 4, e23826.
9. Tan C, Lin L, Lim M, Kun OS, Wong ML, & **Lee JK** (2020). Tobacco use patterns and attitudes in Singapore young male adults serving military national service: A qualitative study. *BMJ Open*, 10, e039367.
10. **Lee JK**, Lin L, & Wu XV (2020). Social capital and health communication in Singapore: An examination of the relationships between community participation, perceived neighborliness and health communication behaviors. *Journal of Health Communication*, 25(4), 323-332.
11. Lee R, Yu J, Rawtaer I, Allen PF, Bao Z, Feng L, **Lee JK**, et al (2020). CHI study: Protocol for an observational cohort study on ageing and mental health in community-dwelling older adults. *BMJ Open*, e035003.
12. **Lee JK**, Lin L, & Magee CM (2020). Investigating the relationships between social capital, chronic health conditions and health status among Australian adults. *BMC Public Health*. 20, 329.

**Honors and Awards:**

- JFC Article of the Year Award in Family Communication  
104<sup>th</sup> Annual Meeting of the National Communication Association (NCA), USA.
- Honorable Mention Poster  
2012 ECPN Poster Contest at the Annual Meeting of the Society for Prevention Research (SPR), USA.
- Top Paper Award in Applied Communication  
97<sup>th</sup> Annual Meeting of the National Communication Association (NCA), USA.
- Postdoctoral Research Fellowship in Tobacco Control Research  
ClearWay Minnesota, Minneapolis, MN, USA.
- Edwin Erle Sparks Graduate Fellowship  
Pennsylvania State University, University Park, PA, USA.

**Courses Taught:**

Postgraduate Level

- SPH 6006 Advanced Health Behaviour and Communication (Role: Coordinator and Lecturer): PhD Course. Saw Swee Hock School of Public Health, National University of Singapore, Singapore.
- SPH 5003 Health Behaviour and Communication (Role: Coordinator and Lecturer): Master of Public Health (MPH) Course. Saw Swee Hock School of Public Health, National University of Singapore, Singapore.
- SPH 5501 Public Health Communication (Role: Coordinator and Lecturer): Master of Public Health (MPH) Course. Saw Swee Hock School of Public Health, National University of Singapore, Singapore.
- SPH 5405 Introduction of Health Services Research (Role: Lecturer): Master of Public Health (MPH) Course. Saw Swee Hock School of Public Health, National University of Singapore, Singapore.
- MCI 5009 Introduction to Health Services Research (Role: Lecturer): Master of Clinical Investigation (MCI) Course. Yong Loo Lin School of Medicine, National University of Singapore, Singapore.
- CHIP 912 Advanced Studies in Behaviour Change (Role: Coordinator and Lecturer): Postgraduate Course. School of Health and Society, University of Wollongong, Australia.

Undergraduate Level

- HES 3513 Health Promotion Program Planning (Role: Lecturer and Liaison): Undergraduate Course. Department of Health and Exercise Science, The University of Oklahoma, USA.
- SPH 3102/SPH 3501 Introduction to Public Health Communication (Role: Lecturer): Undergraduate Course (Public Health Minor). Saw Swee Hock School of Public Health, National University of Singapore, Singapore.
- MD 3140 Community Health Project (Role: Lecturer and Supervisor): Undergraduate Course. Yong Loo Lin School of Medicine, National University of Singapore, Singapore.
- CS 4264 Network Perspectives on Information, Communication and Media (Role: Coordinator and Lecturer): Upper-level Undergraduate Course. Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore.

**Memberships of Scientific Societies and Commissions of Trust**

- Editorial Board Member, Journal of Health Communication
- Member, National Communication Association
- Member, Society for Research on Nicotine and Tobacco